

CITY OF ALHAMBRA ⚙ SIX-MONTH STRATEGIC OBJECTIVES
 21 April 2011 through 1 November 2011

THREE-YEAR GOAL: <i>ENHANCE COMMERCIAL DEVELOPMENT, HOUSING AND JOBS CREATION</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Oct. 1, 2011	City Manager and Development Services Director, working with the property owner	Lease or sell the 21,000 sq. ft. space at 2121 Main Street to a national retail tenant.			x	An announcement of a tenant will be made soon.
2. Nov. 1, 2011	Development Services Director and City Manager, working with a developer	Submit a development agreement for the Super A site.		x		Architect is working on Specific Plan. DRB review is scheduled for October.
3. Nov. 1, 2011	Development Services Director	Review plans for the Casita de Zen mixed-use development at the 3 rd and Main site and, if acceptable, issue building permits.		x		Soils remediation started in August. To be completed by October 15, 2011.
4. Nov. 1, 2011	Development Services Director and City Manager, working with the property owner	Identify a tenant for the Tony Roma's building and enter into a development agreement.		x		Colliers International is focusing on 3 national restaurants.
5. Nov. 1, 2011	City Manager and Development Services Director	Present to the City Council for action an agreement to bring a 150,000 square foot retail tenants to 3201 West Mission or another site in the Fremont Corridor area.		x		Staff is working on several alternatives which include a reduction in the size of the commercial center, but, would nevertheless accommodate a major name retail tenant.

6. Nov. 1, 2011	City Manager, Development Services Director, working with the owner	Identify tenants and options to enhance the property, move the project forward and submit a rehab and development agreement to the City Council and Redevelopment Agency to develop the Alhambra Place Shopping Center.		x		Continuing to work with the property owner to develop a project.
7. Nov. 1, 2011	Development Services Director and City Manager, working with the property owner	Secure an agreement with the 45,000 sq. ft. tenant and the restaurant tenant and secure entitlements for The Alhambra Campus.		x		The property owner is negotiating with a name retail tenant. Staff is ready to expedite plans.
8. Nov. 1, 2011	Development Services Director and City Manager, working with the property owner	Identify a restaurant tenant for the former Baja Fresh building.		x		A cutting edge eating establishment is working with the broker and City Manager to lease the building.
9. Nov. 1, 2011	Development Services Director and City Manager, working with the property owner	Find a replacement tenant for the former Hollywood Video space.		x		Two retail tenants have been recruited & property owner is negotiating leases.
10. Nov. 1, 2011	Development Services Director and Assistant to the City Manager Keating, working with a non-profit developer	Complete eight affordable townhomes at 534 Howard Street		x		The general contractor is on schedule.

THREE-YEAR GOAL: *ENHANCE THE QUALITY OF OUR NEIGHBORHOODS AND COMMUNITY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Aug. 1, 2011	Public Works Director	Identify funding to provide signage for additional neighborhoods.	x			No additional funding has been identified outside of our normal budget.
2. Aug. 1, 2011	Development Services Director	Evaluate the operation of recycling centers/facilities and make recommendations to the City Council for action.	x			The ordinance has been approved. In August, staff sent letters to nonconforming sites giving them 6 months to vacate.
3. Nov. 1, 2011	Police Chief	Implement a Police Staffing Plan to increase police visibility throughout the community.		x		<p>Police Chief reviewing staffing of sworn and non-sworn personnel, including volunteers and reserve officers for visible deployment plans.</p> <p>A conceptual plan has been created that would incorporate the use of the PD's Citizens on Patrol program and use of other volunteers. Additionally a new Community Liaison Officer program will supplement police visibility. Program development and recruitment is under way.</p> <p>Recruitment and background checks for specialized volunteers to handle this program are underway. Training will occur in coming months.</p>

4. Oct. 1, 2011	Assistant to the City Manager Keating	Present to the City Council for action a Downtown Sounds Ordinance.			x	A draft of the revised noise ordinance will be presented to the City Council on Sept. 26 th .
5. Oct. 1, 2011	Police Chief, working with the Administrative Services Director	Identify funds for a Reverse 911 Program and present recommendations to the City Council for action.			x	Alert L.A. (sister component of Reserve 911) is currently in place via reciprocal agreement with L.A. Sheriff's Dept. Police Dept also uses Nixle and "A Child is Missing" notification program. Procedures have been developed and implemented for use of these notification systems. In addition to having Alert L.A.- Reverse 911 in place we will increase public awareness of same.
6. Nov. 1, 2011	Personnel Director as lead, working with the Police Chief and Administrative Services Director	Develop a Code of Ethics for all city employees and present to City Council for action.			x	
7. Nov. 1, 2011	Administrative Analyst	Provide façade improvements for at least five buildings in the CDBG area.			x	The project is currently out to bid.

THREE-YEAR GOAL: *IMPROVE FINANCIAL STABILITY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Nov. 1, 2011	Finance Director and City Manager	Obtain a line of credit for Fremont Plaza.			x	Line of Credit option is on hold pending a potential offer to purchase Fremont Plaza from the City.
2. Nov. 1, 2011	Personnel Director working as lead and the Finance Director	Evaluate benefits (two-tier) for new employees hired in 2011-2012 and recommend to the City Council for action.			x	Personnel Director has developed a draft two-tier benefit structure that will be reviewed internally and then brought to City Council.
3. July 1, 2011	Assistant to the City Manager Hayashi	Recommend to the City Council for action participation in the new Los Angeles County Abandoned Vehicle Abatement Program that returns DMV fees to the city to handle inoperable vehicles.	x			
4. Nov. 1, 2011	Finance Director and City Manager	Renew the line of credit with Bank of the West.			x	Finance Director is working on updating the loan application.
5. Oct. 15, 2011	Community Services Director	Study the feasibility of having cellular towers in our parks as a revenue source for providing lighting on sports fields and make a recommendation(s) to the City Council for consideration.		x		Staff is gathering information regarding cellular towers and the aesthetics that might be compatible in a park setting.
6. Nov. 1, 2011	Finance Director and City Manager	Develop a Five-Year Financial Plan and financial policies and present to the City Council for action.		x		

THREE-YEAR GOAL: *IMPROVE AND ENHANCE THE CITY'S INFRASTRUCTURE AND FACILITIES*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Oct. 1, 2011	Public Works Director	Complete the 2011 CDBG-funded Street Reconstruction Project (e.g., First Street, from Main Street to Grand Avenue; Chapel Avenue, from Main Street to Adams; Bushnell, Curtis and Electric from Alhambra Road to Main Street.		x		A contract was awarded on June 13, 2011 and the project is on schedule. Project will be completed by the end of September 2011.
2. Oct. 1, 2011	Public Works Director	Redesign the intersection at Fremont Avenue and Montezuma Avenue.		x		The design is completed and will go before the Transportation Commission in September.
3. Sept. 1, 2011	Community Services Director	Identify golf course and park facilities and infrastructure needs and present to the City Manager.	x			The list has been presented to the City Manager.
4. Oct. 1, 2011	Public Works Director	Solicit a notice inviting (NIB) bids for the repaving of Main St.	x			A contract was awarded on August 8, 2011.
5. Oct. 1, 2011	Assistant to the City Manager Hayashi and Admin Services Director	Evaluate the energy efficiency needs of remaining city facilities and identify potential funding sources to make necessary improvements.		x		Met with SCE to discuss potential funding programs. Reviewed CA Energy Commission website for funding opportunities.

6. Nov. 1, 2011	Public Works Director	Solicit a Notice Inviting Bids for the repaving of Garfield Avenue using STPL funding.		x		Staff is presently awaiting Cal Trans approval for the project.
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THREE-YEAR GOAL: *ENHANCE COMMUNITY AWARENESS OF THE CITY'S PROGRAMS AND SERVICES*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. June 1, 2011 and monthly thereafter	Administrative Services Director	Distribute information on city programs and services to non-English speaking media outlets.	x			Staff will circulate all press releases to all local papers.
2. June 30, 2011	Administrative Services Director	Publicize the new seat belt rules and recommendations for infants, children and preteens on the website.	x			
3. July 1, 2011	Administrative Services Director	Determine the feasibility of providing a video file of each City Council meeting on the City's website and make a recommendation to the City Council for action.	x			The meetings are now available for viewing on the website.
4. Nov. 1, 2011	Development Services Director and Administrative Services Director	Promote the Residential Rehab Program and the First Time Home Buyer Program to City residents (newspapers, website)		x		
5. Oct. 1, 2011	Administrative Analyst and City Attorney	Develop a Social Media Policy and present to the City Council for action.			x	Finalizing details with City Attorney.
6. Oct. 1, 2011	Administrative Analyst	Contingent upon approval of a Social Media Policy, market and communicate City services and programs to the community via social media and new technology platforms (e.g., Facebook, Twitter).			x	

7. Nov. 1, 2011	Police Chief and Council member Messina, working with volunteers and Neighborhood Watch Block Captains	Outreach to non-English speakers in the community to promote educational outreach programs.		x		<p>First project is the development of a crime prevention pamphlet in Mandarin; P.D. looking at other resources and means of outreach.</p> <p>Multi-language materials have been printed or ordered. Additional Neighborhood Watch programs to multi-language residents have occurred as well as at community events.</p>
8. Nov. 1, 2011	Each Department Head (Assistant City Manager – lead)	Attend customer service training and offer customer service training to their employees.		x		